

# Wisconsin Economic Development Corporation (WEDC)



## Agency Dashboard Performance

Q1 FY18

### Economic Development

#### Businesses served - financial

**Metric Definition:** The number of WEDC financial awards committed to businesses.



Goal Met	Current	Previous	Target	Trend
	32	90	42	

**Reporting Cycle** Quarterly (July 1, 2017 - September 30, 2017)

**Additional Details** Derived from all WEDC programs that provide financial assistance to Wisconsin businesses in FY18. Historical data shows the first half of the year is expected to be lower than the second half.

#### Communities served - financial

**Metric Definition:** The number of WEDC financial awards committed to communities.



Goal Met	Current	Previous	Target	Trend
	5	43	20	

**Reporting Cycle** Quarterly (July 1, 2017 - September 30, 2017)

**Additional Details** Derived from all programs that financially assist Wisconsin communities in FY18.

#### Leveraged investment - expected

**Metric Definition** The ratio of additional investment expected to be leveraged as a result of WEDC's financial commitments.

Goal Met	Current	Previous	Target	Trend
	13 to 1	9 to 1	8 to 1	



**Reporting Cycle** Semiannual (January 1, 2017 - June 30, 2017)

**Additional Details** Project leverage for WEDC programs where leverage is an expected outcome. Using a six-month average paints a more accurate picture due to the significant fluctuations when using shorter timeframes. The expected ratio, expected proportion, and ratio of additional investment leveraged as a result of WEDC's financial commitments.

### Efficient & Effective Services

#### Application timeline

**Metric Definition** Average number of calendar days from completed application to contract date.

Goal Met	Current	Previous	Target	Trend
	68	62	60	



**Reporting Cycle** Quarterly (July 1, 2017 - September 30, 2017)

**Additional Details** The average number of days from receipt of a completed application to when the contract is executed. It is typical to see significant fluctuations based on factors like complexity of projects and program requirements.

#### Loan default rate

**Metric Definition** Percentage of loans in default.

Goal Met	Current	Previous	Target	Trend
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	13.3%	11.6%	7.5%	
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**Reporting Cycle**

Quarterly (July 1, 2017 - September 30, 2017)

**Additional Details**



Percentage of loans past due (90+ days) in principal on September 30, 2017. The target of 7.5% is the two-year average of the WEDC loan portfolio at December 31, 2016. The national average for economic development Revolving Loan Funds are approximately 10% (source: U.S. Department of Commerce, Office of Inspector General).

## Reform and Innovation

### Website visibility (InWisconsin.com)

**Metric Definition**

Website sessions.

Goal Met	Current	Previous	Target	Trend
	52,936	69,858	121,250	

**Reporting Cycle**

Quarterly (July 1, 2017 - September 30, 2017)



**Additional Details**

A session is the period of time a user is actively engaged with your website. All usage data (screen views, events, ecommerce activities) is associated with a session. Our annual target is 485,000.

## Customer Satisfaction

**Metric Definition**

Communication, timeline and responsiveness

Goal Met	Current	Previous	Target	Trend
	4.38	4.38	4.38	

**Reporting Cycle**

Quarterly (July 1, 2017 - September 30, 2017)

**Additional Details**

Derived from all WEDC programs that provide financial assistance. July 1, 2017 through September 30, 2017 and average of survey responses specific to WEDC's ability to Communicate Contractual Requirements, Eligibility Requirements, Met Timeline Expectations and Responsive to Interest of customer.